

US EPA ARCHIVE DOCUMENT



# **VEEP Integration Project**

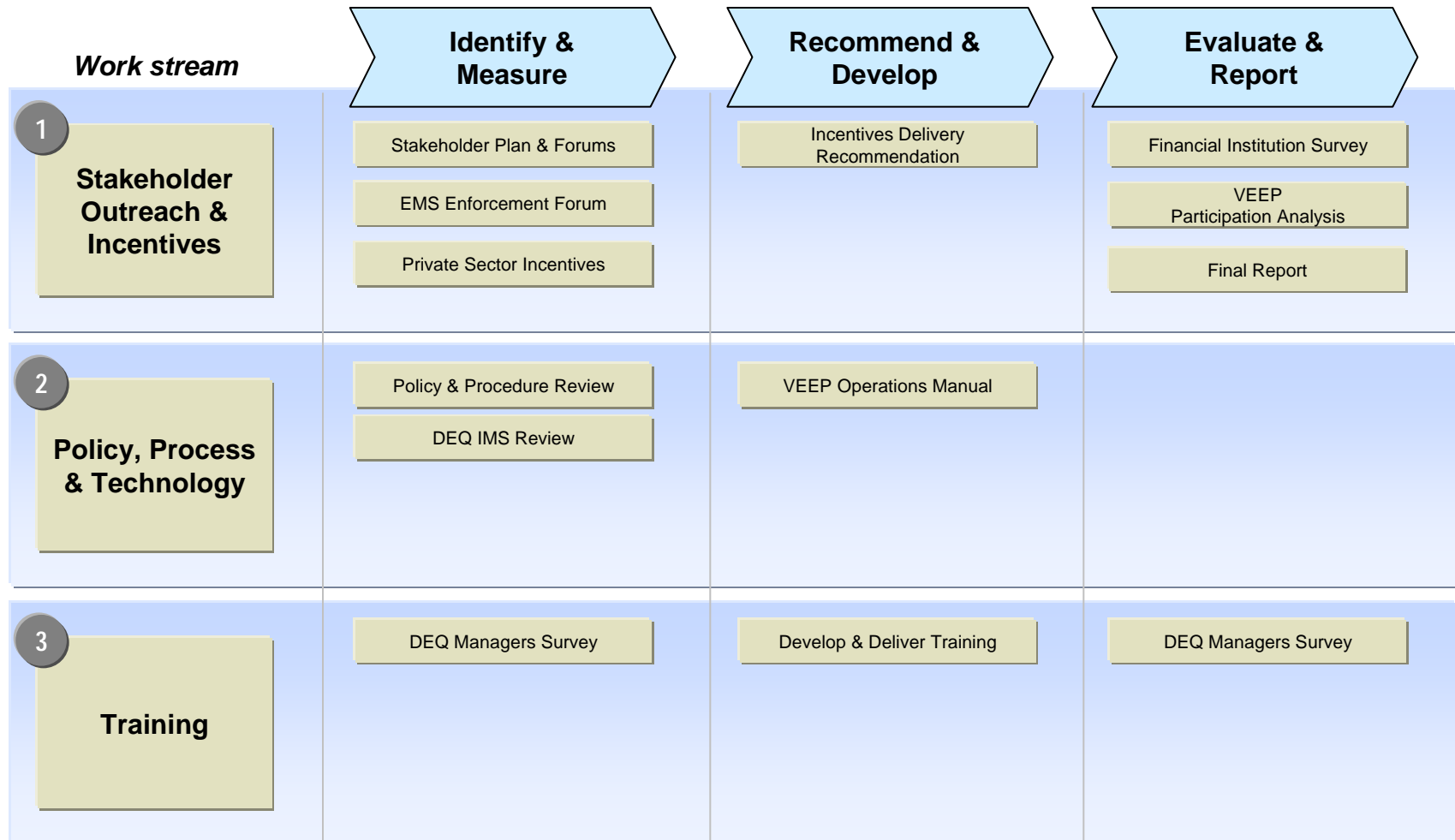
**Briefing to the Leadership Team**

**Glen Allen, VA  
December 3, 2007**

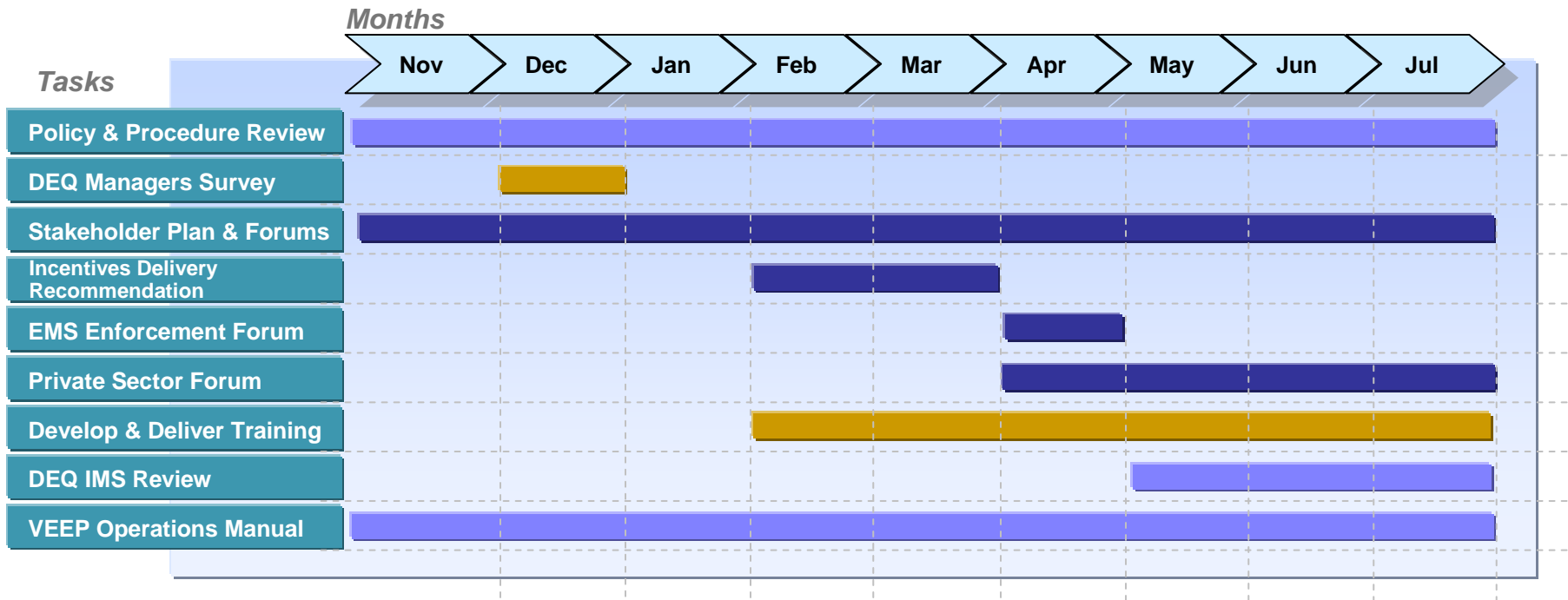
## Agenda

- ▶ Introductions and Welcome
- ▶ Project Overview:
  - Project Scope
  - The Near-term Steps
  - What New or Emerging Initiatives Might Impact this Project
  - Brainstorming Session: Perceptions of What VEEP Is and Isn't
  - Leadership Team's Desired Outcomes
- ▶ Stakeholder Analysis
  - Discussion of Stakeholder Groups
  - WIIFMs (What's In It For Me?)
  - WAMIs (What's Against My Interest?)

## Project scope is grouped into three work streams:



# Near-term Steps



**Key:**
 Stakeholder Outreach & Incentives Workstream
  Policy Process & Technology Workstream
  Training Workstream

## **What New or Emerging Initiatives Might Impact the Execution of this Project?**

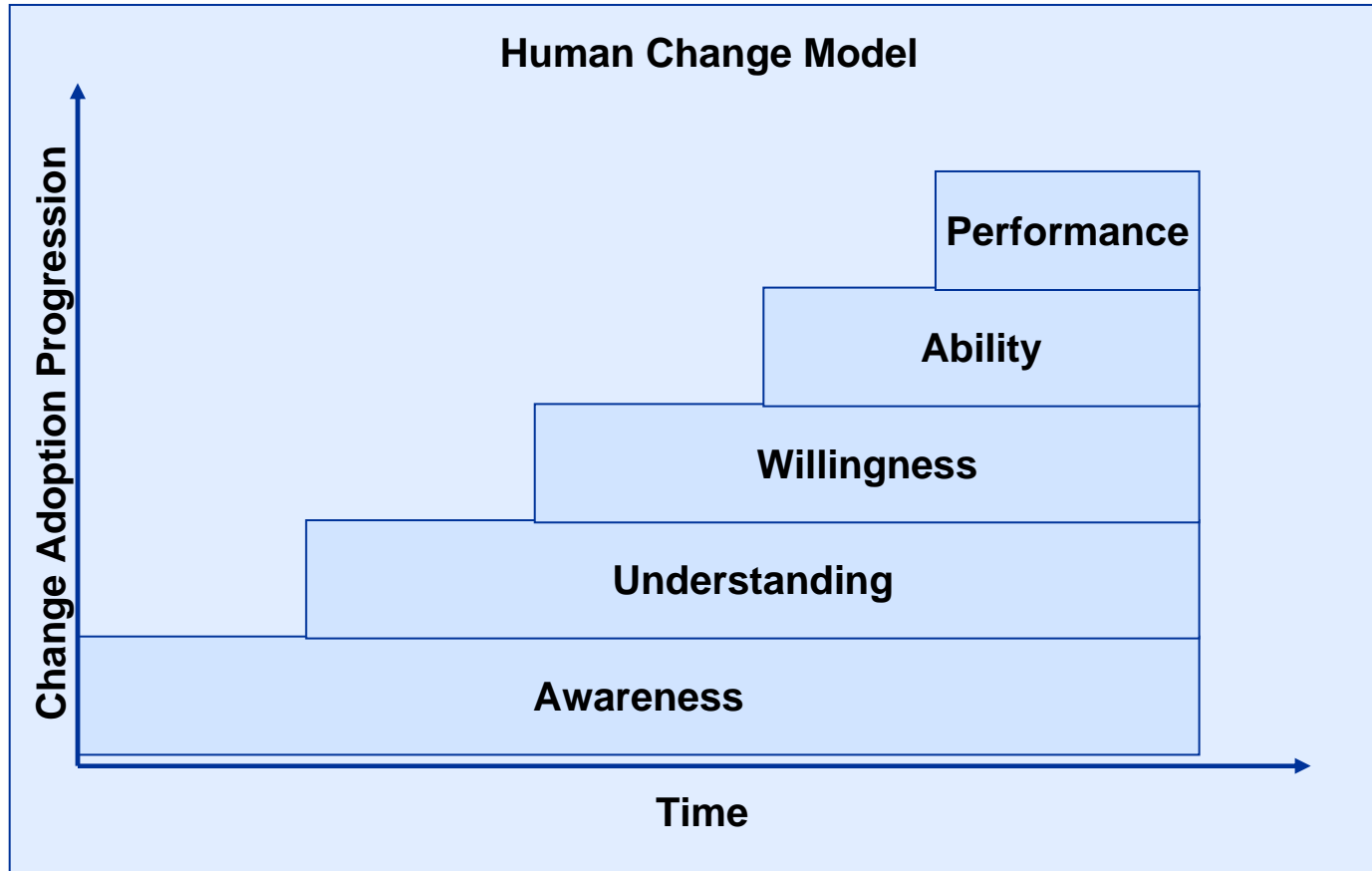
## Perceptions of What VEEP Is and Isn't

## The Leadership Team's Desired Outcomes

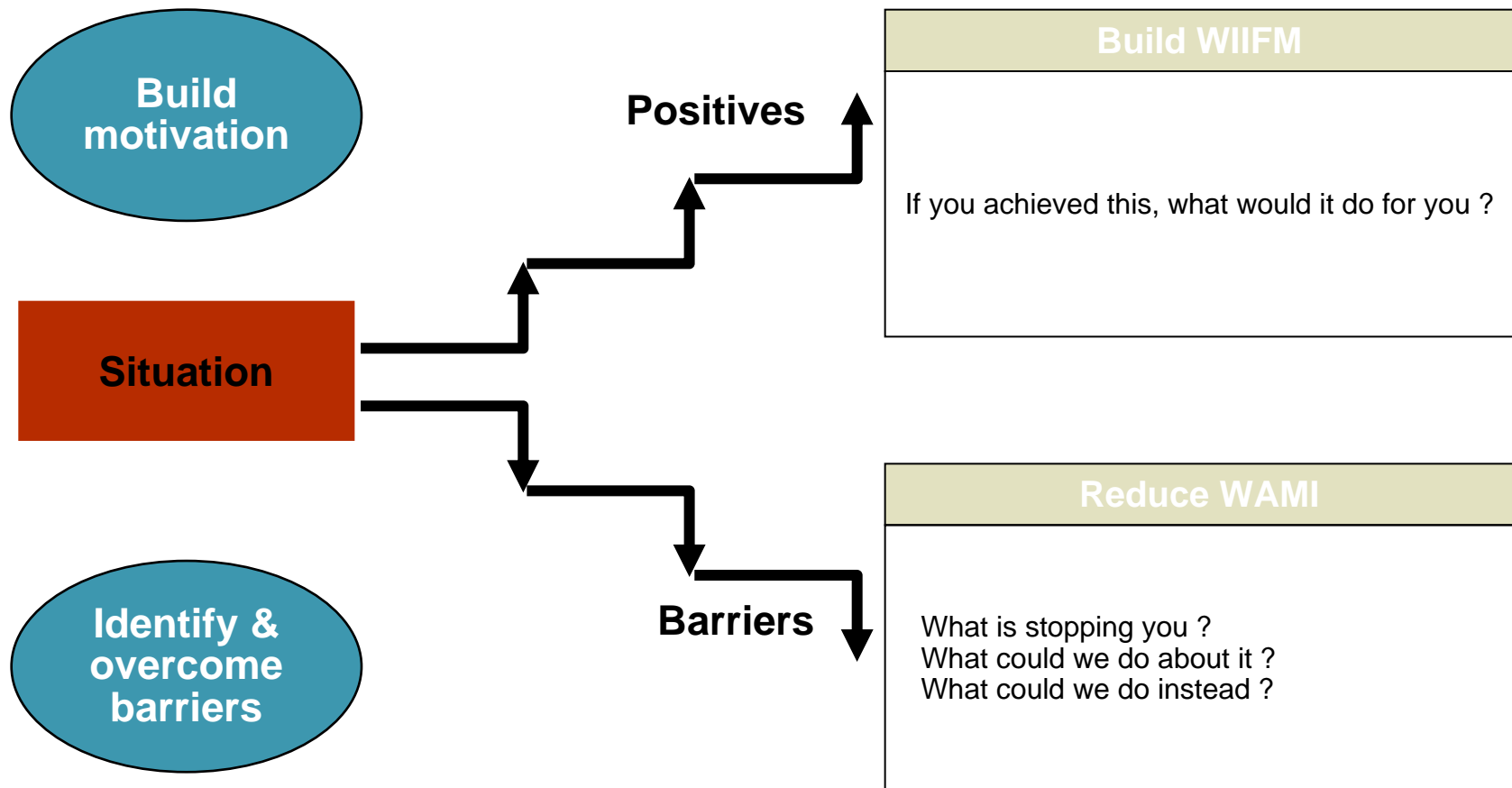
- ▶ Gain enduring environmental improvements;
- ▶ Improve the delivery of incentives;
- ▶ Increase efficient use of DEQ resources
- ▶ Others?



## There are five general stages of change...



# We need to reinforce the WIIFMs (What's In It For Me?) and reduce the perceived WAMIs (What's Against My Interest?)



# Key stakeholders with various levels of impact on the success of VEEP:

Group ID#	Key Supporters/Sponsors
	Environmental Protection Agency (EPA)
	Virginia Regional Environmental Management System (VREMS)
	Virginia EMS Association (VEMSA)
	Governor's Office/Secretariat
	General Assembly
	Southern Environmental Law Center
	CODA

Group ID#	Internal
	Executive Leadership
	Middle Management
	Employees

Group ID#	Customers
	E2 Participants
	E3 Participants
	E4 Participants

Group ID#	External
	Media – State, Local and Industry
	Citizens (taxpayers)
	Potential Government Customers
	Potential Higher Education Institution Customers
	Potential Manufacturing Customers
	Potential NGO Customers
	Potential Small Business Customers
	Potential Commercial Customers

## Stakeholder Group: DEQ Middle Management

Current Level of VEEP Support/Understanding:

WIFM

WAMI

## Stakeholder Group: DEQ Employees/Staff

Current Level of VEEP Support/Understanding:

WIFM

WAMI

## Stakeholder Group: Current VEEP Participants

Current Level of VEEP Support/Understanding:

WIFM

WAMI

## Stakeholder Group: Potential VEEP Participants

Current Level of VEEP Support/Understanding:

WIFM

WAMI